2015 HYUNDAI EQUUS

EQUUS ULTIMATE in Casablanca White

DRIVING PASSION

Ask yourself: What is it that you really want from a luxury car? An automobile engineered to do what ordinary cars only dream is possible? Certainly. But at Hyundai, we suspect you want a car company that dreams bigger, too.

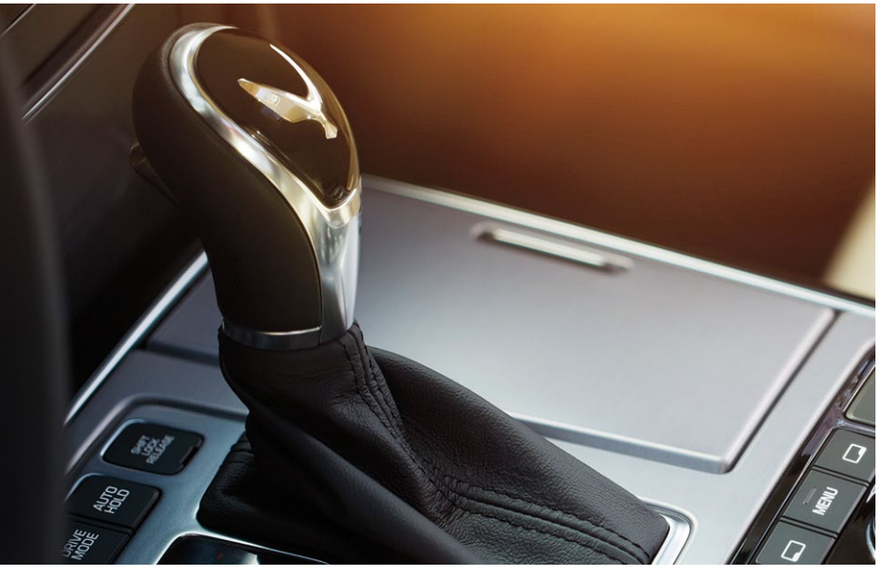
Which is why, in acquiring your Hyundai Equus, you'll enjoy a highly personalized experience that begins even before you become an Equus owner. Schedule a test-drive, and we'll bring an Equus to your home, your office…or wherever you'd like.

When it's time for service, an Equus owner never has to set foot in our service center. You can simply contact us by phone or through the downloadable Equus Owner Experience iPad® app, and we'll come to you. We'll exchange your car for a Courtesy Replacement Vehicle, then return your Equus when it's ready. All of this in support of an automobile designed to deliver what matters to you most: The pure pleasure of power, comfort, convenience and security.

"IN MANY WAYS, HYUNDAI'S TOP LUXURY SEDAN IS EVERY BIT THE REAL DEAL."

– EDMUNDS.COM, 2014 EQUUS REVIEW

Information Provided by:
DEALER E-PROCESS



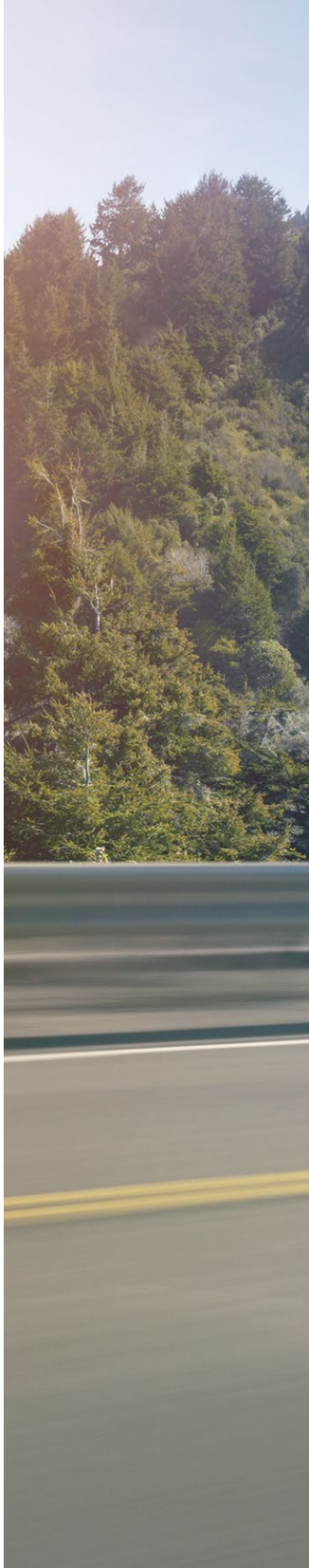
PERFORMANCE ENGINEERING

Equus is a luxury sedan capable of delighting the most demanding drivers. The smooth delivery of power you feel at the prodding of your right foot flows from an award-winning Tau® 429-horsepower V8 engine and a state-of-the-art 8-speed SHIFTRONIC® automatic transmission.[1] Technologies such as Dual Continuously Variable Valve Timing and Gasoline Direct Injection help the Tau V8 maximize fuel efficiency as well as power delivery.

A rear-wheel-drive chassis made from advanced high-strength steel is the ideal basis for artfully balanced ride and handling. The Electronic Air Suspension with driver-selectable settings lets you set the suspension for Normal (daily driving) or Sport (performance driving) modes. Continuous Damping Control optimizes suspension response during acceleration, braking, cornering and uneven roads. Ride-height control maintains consistent vehicle height and pitch regardless of the number of passengers or load onboard. At high speeds, the ride height is lowered for improvements in stability, control and fuel economy.

"THE CABIN IS AMAZINGLY QUIET, AND ITS AIR-SUSPENSION ELIMINATES ROAD IMPERFECTIONS WHILE PROVIDING A SECURE FEEL THROUGH THE TURNS."

– KELLEY BLUE BOOK'S KBB.COM[2]



FOOTNOTES

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EQUUS ULTIMATE in Santiago Silver

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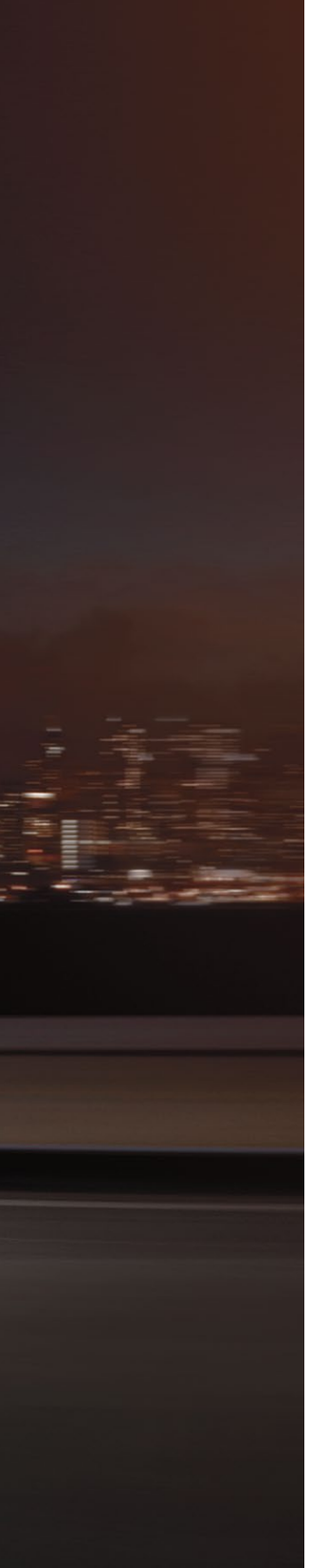
AN INSTINCT FOR SELF-PRESERVATION.

Equus helps keep you safe with systems that work automatically: An auto-defogging windshield. Rain-sensing wipers. Adaptive Xenon headlights that precisely follow steering inputs. And side mirrors that illuminate the ground as you approach. Vehicle Stability Management works in the background to link and optimize Electronic Stability and Traction Control Systems, Brake Assist, Electronic Brake-force Distribution and a Smart Cruise Control System.[1] Below deck, four-piston ABS front calipers grip large brake rotors, which are ventilated to help cool under hard braking for minimal brake fade. So you can remain cool, too.

EQUUS ULTIMATE in Night Shadow Brown

FOOTNOTES



SAFETY INNOVATION

LANE DEPARTURE WARNING SYSTEM

Safety technology surrounds the Equus and its occupants. One example: A Lane Departure Warning System that uses haptic tugs on the seatbelt to gently warn you if it detects the car is starting to drift outside of its lane unintentionally. If no correction is made, an alert sounds.

360-DEGREE CAMERA SYSTEM

A forward-view cornering camera and rearview camera combine with two cameras in the Equus Ultimate model's side mirrors to capture a 360-degree visual around the entire car. A multi-view monitor lets you toggle between each view, making Equus easier to maneuver and more relaxing to command. Isn't that what technology should do in a luxury car?

SMART CRUISE CONTROL WITH STOP/START

Equus uses radar to maintain a desired speed and distance from vehicles in front of you. With Stop/Start, it comes to a full stop automatically when the traffic ahead stops. Smart Cruise Control re-engages if the vehicle ahead of you moves forward within 3 seconds.

BLIND SPOT DETECTION

REAR CROSS-TRAFFIC ALERT

Blind Spot Detection (BSD) uses radar sensors in the rear bumper and an indicator in the side mirrors to warn the driver of an approaching vehicle. If the warning indicator is ignored and the turn signal is activated to change lanes, BSD issues an audible warning, and the side-mirror indicator blinks. Blind spot indicators are also part of the Equus heads-up display, an industry first. The same radar sensors also warn of oncoming cars when backing out of parking spaces.

Information Provided by:
DEALER E-PROCESS

ERGONOMIC LUXURY

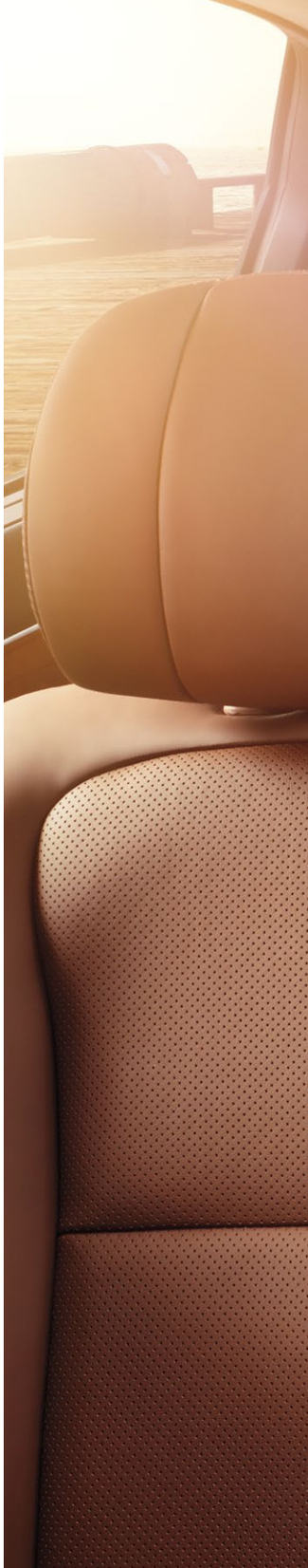
In Equus Signature, luxury rewards the senses. Inside a cabin quieted by acoustically laminated glass, rich wood accentuates the spacious interior. Soft leather covers the seating surfaces and wraps the instrument panel. The wood-and-leather-trimmed steering wheel is heated. The driver, front passenger and second-row passengers can each set their own cabin temperature. The rear outboard seats are heated and power recline as well.

Up front, a 12-way power driver seat with power lumbar and a 10-way power passenger seat are heated and cooled. A large color display in the center dash controls audio, climate and navigation systems. Key features can be controlled using simple voice commands, and your wishes can be confirmed via an available haptic dial control in the steering wheel.

Onboard Equus Ultimate, the luxury is simply sensational. Pull the door toward you, and it closes automatically. Dual 9.2″ high-resolution screens entertain rear-seat passengers. Lower the power sunshades on the rear side windows and back window – this is your own private screening area.

"AN EXTREMELY WELL-EQUIPPED LUXURY CAR, WITH MORE STANDARD FEATURES THAN MANY MODELS FROM PRESTIGE MARQUES."

– THE CAR CONNECTION, 2014 EQUUS REVIEW



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EQUUS ULTIMATE in Saddle Brown Leather

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DEALER

THE PLEASURE OF PRECISION.

Press the power button on the 598-Watt Lexicon® 7.1 Discrete Surround Sound audio system and let the music flow from 17 expertly placed speakers. Rivaling the finest home audio systems for clarity and sound separation, it uses a proprietary algorithm programmed to the contours of the Equus interior to deliver a true audiophile experience at every listening position.

You can source your music from SiriusXM® Satellite Radio, HD Radio,™ a multimedia player with 30GB of media storage, or Bluetooth® audio streaming via a paired smartphone or tablet.[1] And sound isn't the only thing surrounding the driver. There's also an available multi-view camera system with 360-degree viewing angles that includes a forward-view cornering camera, rearview camera and side-view cameras.

Those looking for a new level of performance behind the wheel of the Equus Ultimate can start at eye level, where an available heads-up display projects driving vitals directly onto the windshield. Vehicle speed, lane departure alerts and blind spot detection, turn-by-turn navigation routes, and the status of the Smart Cruise Control are all visible at a glance.

EASY TO NAVIGATE

Thanks to a 9.2" high-resolution color display, using the unified navigation, audio, multimedia DVD and Bluetooth controls is simple. The information display includes junction views with lane guidance and stores nearby points of interest as well as the addresses you search with Blue Link. An intuitive controller knob and surrounding function buttons offer fingertip control over all of these functions.

BlueLink Bluetooth SiriusXM SATELLITE RADIO HD Radio

- Available Steering Wheel Haptic Dial Control
- 3-Zone Automatic Temperature Control
- Available Multi-View Camera

FOOTNOTES

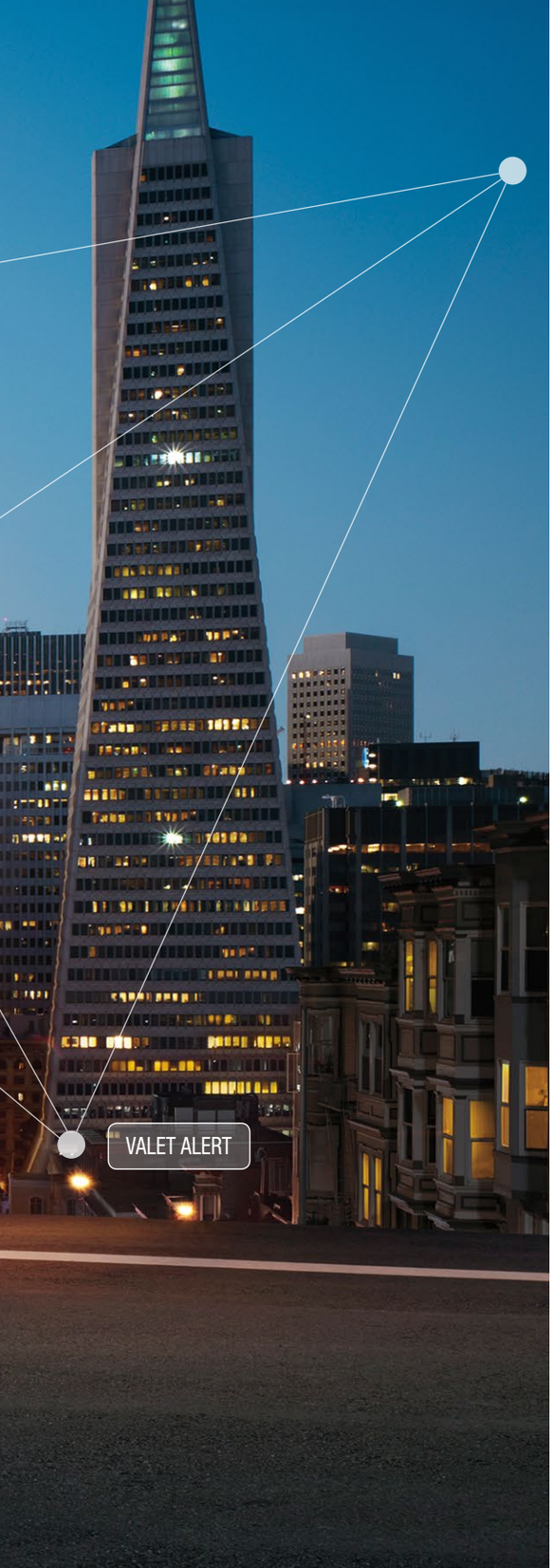
Information Provided by DEALER E-PROCESS

- SiriusXM Satellite Radio and Data Services
- Available Heads-Up Display
- Available 12.3″ TFT LCD Instrument Cluster Display

- Proximity Key with Push-Button Start
- Heated and Cooled Front Seats
- Bluetooth Hands-Free Phone with Voice Recognition and Wireless Audio Streaming

EQUUS ULTIMATE in Jet Black Leather / Walnut Wood

EQUUS ULTIMATE in Santiago Silver



LIFE, DIGITALLY ENHANCED.

Slip behind the wheel of your Equus, and Hyundai's Blue Link® telematics system brings some of the best things about living in this digital age along for the ride. The push of a button or the sound of your voice is all it takes to discover new places. Call for help. Get maintenance notifications and schedule service appointments from the driver's seat. And so much more. Visit HyundaiBlueLink.com for details.[1]

REMOTE FEATURES

Download the Blue Link mobile app to your smartphone, and you'll have access to your Equus from virtually anywhere. Remotely lock and unlock your car. Or flash the lights and honk the horn to find it in a crowded parking lot. You can also start your car remotely so the temperature inside is just right by the time you arrive.

SECURITY FEATURES

You can't keep your eyes on your Hyundai all the time. But we can help. Stolen Vehicle Recovery can locate your Equus in a pinch, while Geo-Fence and Curfew Alerts notify you (by text, automated phone message or email) when the geography or drive-time boundaries you've set are exceeded. There's even a Valet Alert that allows you to monitor the movement of your Equus within a predefined boundary while you're dining or enjoying a show.

GUIDANCE FEATURES

Blue Link goes beyond getting you to your destination by offering features that can tell you what you'll find when you arrive. Using voice commands, you can instruct Blue Link to find the fastest routes with the least amount of traffic, as well as points of interest or addresses you can download to your navigation system for driving directions.

FOOTNOTES

Information Provided by:
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2015 EXTERIOR COLORS

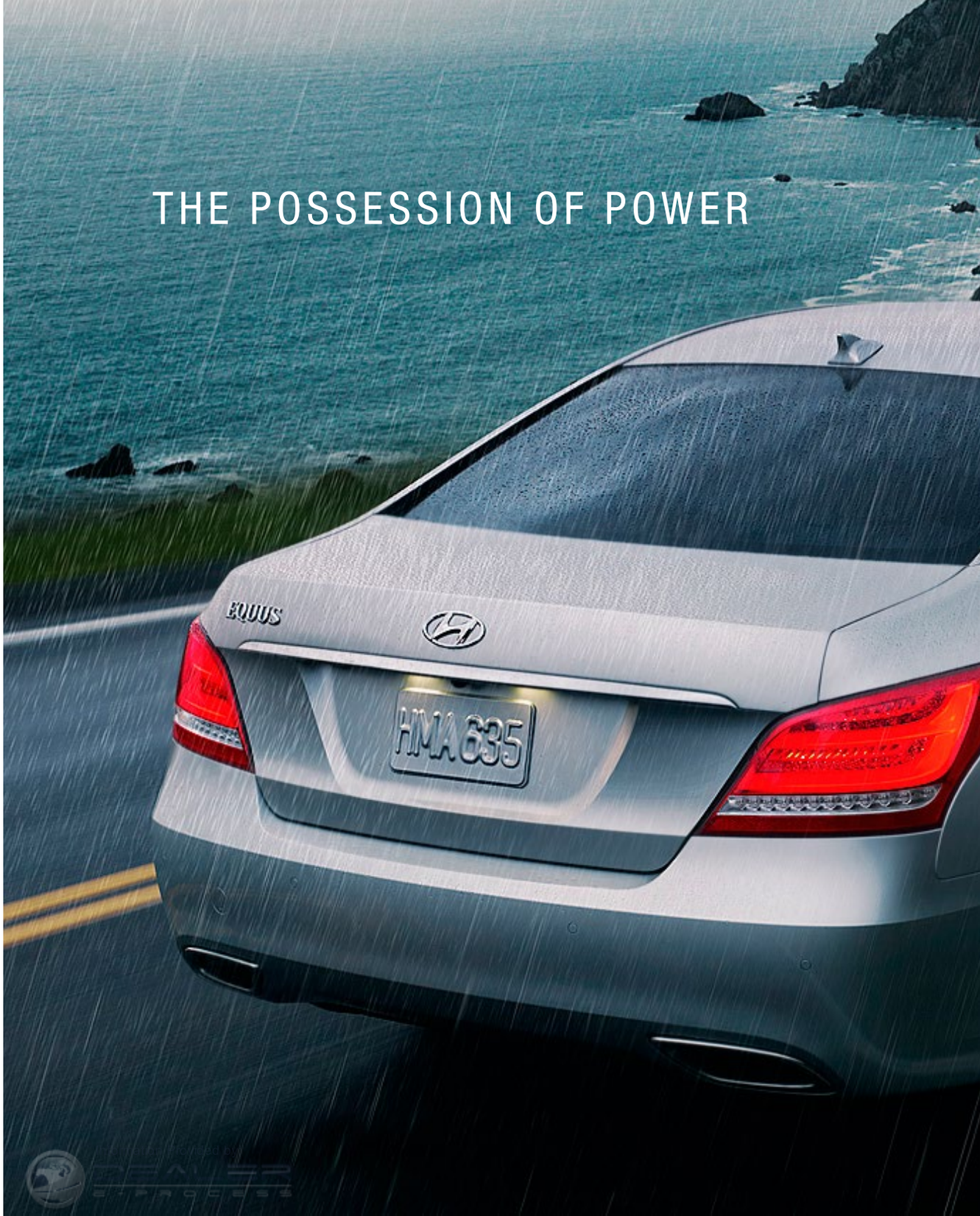
CASPIAN BLACK

NIGHT SHADOW BROWN

PARISIAN GRAY

SANTIAGO SILVER

CASABLANCA WHITE



EQUUS ULTIMATE in Santiago Silver

THE SATISFACTION OF SECLUSION

EQUUS ULTIMATE in Ivory Leather

2015 INTERIOR COLORS

IVORY LEATHER

ASH WOOD

SADDLE BROWN LEATHER

MADRONA WOOD

JET BLACK LEATHER

WALNUT WOOD

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THE 2015 HYUNDAI EQUUS

EQUUS ULTIMATE in Black Noir Pearl

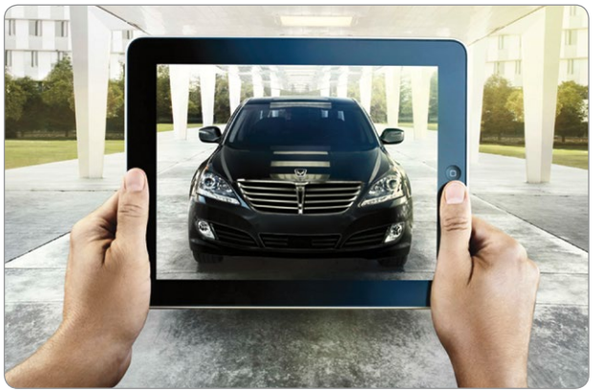
EQUUS CONCIERGE SERVICES

Your Time, Your Place Test Drive. With one call, an Equus is delivered to your home or office to enjoy an in-depth driving experience. On your schedule.

Valet Service. When it's time for an oil change, tune-up or any other service, you can contact us by phone or our iPad® app. We'll pick up your car, deliver a courtesy replacement vehicle, and return your Equus when it's ready.

Free Maintenance. All of the normal scheduled maintenance included in the *Equus Owner's Manual* is covered for 3 years or 36,000 miles.

Customer Connect Center. Get quick answers to questions about warranty coverage, feature functionality and more by downloading the *Equus Owner's Manual* app or calling (877) 378-8727 seven days a week.



FOOTNOTES

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[1] Premium fuel recommended. 2 From 2014 Hyundai Equus Review on Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

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[1] Electronic Stability Control (ESC) cannot control your vehicle's stability under all driving situations. ESC is not a substitute for safe driving practices. No system, no matter how advanced, can overcome physics or correct poor driving. The driver is always responsible for controlling the vehicle and must use caution to avoid loss of control in all driving conditions. Speed, road conditions and driver steering input will affect whether ESC can help prevent loss of control. See owner's manual for details. The Traction Control System is meant to enhance conscientious driving habits and is not a substitute for safe driving practices.

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[1] All SiriusXM services require a subscription, sold separately by SiriusXM after a trial period. All fees and programming are subject to change. SiriusXM U.S. satellite services are available only in the 48 contiguous United States, DC, and Puerto Rico. SiriusXM Internet radio service is available throughout our satellite service area and in AK and HI. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc.

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[1] Only use Blue Link and corresponding devices when it is safe to do so. Blue Link is available on most 2014-2015 Hyundai vehicles. Blue Link subscription service agreement required. Features vary by subscription plan. Blue Link service works using CDMA-based cellular networks in the 50 United States. Blue Link service is not available where there is no cellular coverage, particularly in enclosed or remote areas. Service availability may be affected by signal strength, foliage, weather, topographical conditions (mountains) and nearby structures (tall buildings, tunnels) and other factors. For additional details and system limitations, please visit HyundaiBlueLink.com.

AMERICA'S **BEST WARRANTY**

POWERTRAIN LIMITED WARRANTY	NEW VEHICLE LIMITED WARRANTY	ANTI-PERFORATION WARRANTY	24-HOUR ROADSIDE ASSISTANCE
10 YEARS **100,000** MILES	**5** YEARS **60,000** MILES	**7** YEARS **UNLIMITED** MILES	**5** YEARS **UNLIMITED** MILES

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Visit our website and become a fan of Hyundai on Facebook, follow us on Twitter, or enjoy our latest features on YouTube and Instagram. You can also build your own Equus online, locate a Hyundai dealer near you, and best of all – schedule a test drive.

See dealer for LIMITED WARRANTY details. Fuel economy estimated by EPA for comparison only. Mileage may vary. While the information contained in this brochure was correct at the time of printing, specifications and equipment can change. Feature comparisons based on competitor information available at the time of printing. No warranty or guarantee is being extended in this brochure, and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligations. Some vehicles are shown with optional equipment. Specifications apply to U.S. vehicles only. Please contact your Hyundai dealer for current vehicle specifications. As part of Hyundai's commitment to a responsible environment, this brochure is printed using paper certified by the Forest Stewardship Council.® FSC® certification helps ensure that the highest social and environmental standards are met in the making of the paper we use, contributing to conservation, responsible management, and community-level benefits for people near the forests.

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THE LUXURY OF WORRY-FREE DRIVING

Hyundai is always working on innovations that make things easier and add extra value to the experience of driving a premium sedan.

Service Link offers a quick connection that makes it fast and easy to schedule service appointments, even from your car.[1]

Drive worry-free with 3 years of free maintenance that includes scheduled services like oil changes. See your *Equus Owner's Manual* for exact coverage.

Enhanced Car Care tracks the well-being of your Equus with Monthly Vehicle Health Reports, sending you Maintenance Alerts and helpful reminders for tune-ups and oil changes.[1]

SOS

Enhanced safety features such as Automatic Collision Notification and SOS Emergency Assistance alert Hyundai when your vehicle is involved in an emergency situation.[1]

Enhanced Roadside Assistance adds a level of security and convenience to every journey you take in your Equus.

[1]Requires active Blue Link subscription following an introductory trial period. Trial period starts from the new-vehicle date of first use and is available for new-vehicle purchases and leases on or after May 16, 2013. Only use Blue Link and corresponding devices when it is safe to do so. Cellular and GPS coverage required. Blue Link available on most 2014 and 2015 Hyundai vehicles. Features and fees vary by subscription plan. For more on details and limitations, visit Hyundai.com or your authorized Hyundai dealer.

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